# The Big Store's 7th Birthday Sales Enthusiastically Begun. Crowds Surge in from Everywhere---Hosts of Amazing Bargains.

TISTORY OUTDONE!

THE BIG STORE TY

Popular Fall

for to-morrow are: ALL WOOL WAISTINGS, cord-

ed and tucked effects, in all the

worthy piano at a low price. The

The Caldwell Piano was selected wit

great care from a large number of low

priced pianos because of its superiority

It is to be had in various styles and

Fully guaranteed for 10 years. We deliver it on the first payment of \$10.00.
(Plano Store, 5th Floor.)

Household Linens.

We offer staple Linens at 1to 1-3 less than regular prices.

Crashes.

5 cases HEMMED HUCK TOWELS, 50 with red borders; regularly Sc., each,

Regularly up to 124c., each.
Regular 19c. HEMSTITCHED 121/26

Mapkins.

HEAVY SILVER BLEACHED GERMAN DAMASK NAPKINS. in bretty patterns; 98c regularly \$1.49 dozen.

Table Linen.

750 pieces only will be sold at these prices. Bleached TABLE LINENS; regularly 29c. 19c

All-Linen UNBLEACHED DAMASK: 360

regularly 49c. yd., 72-inch BLEACHED IRISH DAMASK: 39c regularly 59c. yd., 72-inch BLEACHED IRISH DAMASK: 51c regularly 69c. yd., 75c regularly 69c. yd., 65c regularly 66c. yd., 65c regularly 65c. y

regularly 95c. yd., (Main Floor, Bast of Fountain.)

New Wall Papers.

At 6c a roll, we offer a good quality for 10c.; various designs.

120 a roll for newest effects in hall, din-large ing-room and chamber WALL PA-PERS. These regularly sell at 25c. a roll. Light, dark and medium effects, including tap-

Remarkable values for the thrifty exist in our WALL PAPERS for pariors, drawing-rooms, &c., which we offer at, a roll, Regularly sold at 35c. to 40c.

(Third Floor, Centre, 18th St.)

CASES OF BLEACHED DAMASK

POWELLING, in dice pattern, soft and absorbent, yd..

1 Towels.

all fancy woods.

Caldwell is a safe piano; it is certain t

Dress Fabrics.

ALL WOOL BROADCLOTH, 52

Leather Goods.

handles, choice of straps or bress 2. 45 catches and lock; 22 and 24 inch.

Lounge & Steamer Rugs.

ous colored backs, heavy twisted 3.00

Carriage Bags.

Two special numbers in CARRIAGE

riage or automobile shape in red, brown,

bags contain card-case and purse, and

Women's Belts.

we have to make room for incoming Fall goods, so belts sold formerly for as much as \$2.00.

can be had for (Main Floor, Pront, 18th St.)

lace insertion and edge, regularly 49c

An assortment of Silk, Elastic, Fabric and Braided Belts will be sold

Among them are many styles which still retain their popularity. But

(Main Floor, Front, 18th St.)

\$1.50 quality, special at

LOUNGE AND STEAMER RUGS; your

choice of several choice patterns in

LEATHER DRESS SUIT CASES; ruseet color, fabric lined, inside straps, leather

covered corners, strong stitched leather

School Bags.
SCHOOL BAGS; red or olive color leather, alligator grain, muslin lined.

inches wide, twilled back, black

Wednesday's Special Offerings.

The Popular Caldwell

Piano at \$195.00.

Yesterday demonstrated that. Never was a Store's anniversary sale more auspiciously begun.

The Siegel Cooper Store is a revelation. The decorations are brilliantly beautiful and mirror the spirit of the harvest season with delightful emphasis.

Stocks of Fall and Winter Merchandise are prodigious. Seventysix wonderfully well equipped specialty stores bid you a cheery welcome. We Give "S. & H." Green Trading Stamps.

Seventy-six stores have joined in mighty unison to make this series of anniversary sales the most remarkable in history.

New and greater features every day. Every Floor, every Department participates with keenest energy.

The swarms of people that came yesterday, despite the heat, were amply repaid. Hosts of special bargains. They bloomed everywhere. The whole Store was a radiant picture of special values. It is to-day and will be interminably.

People admired—and then purchased unstintingly. So much to We Give "S. & H." Green Trading Stamps. see; so much to buy; it was a day THE BIG STORE

of masterful triumph.

### Some of the Very Special Offerings for Wednesday Are:



Fall Gloves.

WOMEN'S 2-CLASP GLACE

GLOVES, in all the new shades

of tan, mode, red and slate, also

black and white; neat embroid-

ery on the back; complete assort-

ment of colors in every 59c

MEN'S WALKING GLOVES,

in tans and reds, with pretty

new embroidery on back; all

sizes: usually sold at

\$1.00; to-morrow, per

size, per pair,

### Women's Dress & Walking Suits Special Offerings for Wednesday.

MPOSING showing of the newest and handsomest designs and materials.

WOMEN'S SEMI-DRESS SUITS of of illustration, special, Cheviot, in Black and Blue; coat three quarter length with blouse front effect, flare collar, taffeta bands edged with fancy braid around collar, belt and down entire front; lined with taffeta to collar, and collar, and collar and

BY SPECIAL ARRANGEMENT

We are enabled to sell the well advertised and ready to eat cereal

Nemo Corsets at Half!

These Corsets have been stamped "seconds" by the manufacturers, but you can safely buy them, for they are to all intents and purposes perfect goods. Not only are they high-class goods at low prices, but the style is up-to-date and very desirable for the new Fall Fashions.

The Anniversary Sale price is

One lot of FINE WHITE BATISTE CORSETS, straight front; regular \$1.50 kind for (Second Floor, Centre, 19th St.)

WOMEN'S DRESS SUITS of Cheviot | WOMEN'S DRESS SUITS of Broadin Black, Blue and Brown. Blouse front, cloth in Black and Blue, 36 inch coat extra length coat, half taffeta lined, full with 20 strapped and stitched seams; military shoulder cape, trimmed with taffeta lined throughout: sleeve strapped velvet and fancy braid and buttons; nine seams and cuffs; 18 gore strapped and gore kilted skirt; a decided-ly beautiful garment, 21.50 stitched flare skirt; entire garment strictly tailor made as in foreground 18.75

entire front; lined with taffeta to revers; collar and cuffs; neatly trimmed with full puff sleeve, with fancy cuff; 7 oxidized buttons, taffeta lined; 7 gore stitched and kilted 15.00 gore skirt made to match 11.75

#### Most Needed Notions

GARTER WEB (all silk); regularly /50 DOZ. REWING SILK: 50-yd. special box: special. 5 YDS, MERCERIZED CORSET LACES. MANHATTAN COMBINATION DRESSING. GERMANTOWN WOOL (16 sheins

MILITARY HOSE SUPPORTERS: 190 190

### ORCE PACKAGE, 8c. REGULAR 15c. PACKAGE. LIMIT & TO A CUSTOMER.

## Beautiful Millinery | Main Floor Millinery At 5.00, 10.00 & 15.00.

An exposition of Fall Hats not excelled any-

Beautifully becoming Hats at prices that women of discrimination like best to pay. A visit to the superb Millinery Salon on the 2d Floor is a revelation to the uninitiated.

All the newest, most fascinating European and American fashions in Millinery.

#### The Hats at \$5.00 Have Attained a Deserved National Celebrity.

In other stores you'd pay fully double. for Hats not as attractive. We sell thousands of Hats at \$5.00 every season. Each is a perfect specimen of choice millinery skill. No two are alike. There is the widest possible diversity in embellishment and ma-

Our \$10.00 and \$15.00 Hats are exact reproductions of the leading French models and will compare with Hats at double the prices in other stores.



BLACK SILK TAFFETA HATS, beautifully tucked and shirred, 5 of the season's most fashionable shapes. \$2.25 should be 1.45 the price. To-morrow,

A SALE OF BLACK OSTRICH PLUMES, finest qualities. At 1/4 under regular prices.

98c., 1.35, 1.95, 2.65, 3.45, 3.95, 4.45 and 5.45. (Main Floor, 19th St.)

### Amazing Ribbon Bargains

Nearly a Million Yards of Choice New Ribbons At Extra Special Prices To-morrow.

Another of those astonishing Big Store surprises. On special sale n the Ribbon Store on the Main Floor to-morrow: 31/4 INCHES WIDE heavy corded and satin stripe, in colors and black Qualities and white,
3½ INCHES Taffeta Ribbon, dotted stripe border,
3 INCHES Reversible warp print Taffeta, solid color border,
3½ AND 4 INCHES Roman Stripe Louisine,
3½ AND 4 INCHES Black and White and White and Black Fancy a yard

tripes.
INCHES, Gauze Ribbon, corded block pattern, 31/4 INCHES, solid white fancy stripe Taffeta,
3—31/4 INCHES, All-stilk Louisine and Taffeta Plaids,
31/4—4 INCHES, All-stilk Pin-Check Taffeta,

Main Ploor, Front, 19th St.)

### Drug Store.

LIEBIG'S BEEF, IRON AND WINE, PEPTO MANGAN, SIZE EMULSION COD LIVER OIL. SIZE SUBJECT OF SIZ SEVEN SUTHERLAND SISTERS HAIR GROWER or SCALP CLEANER; resu-29c HUNYADI MATJES: bottle WITCH HAZEL; the very best; pint. 29e WOOD ALCOHOL: pint, 15et quart, MANHATTAN EGG SHAMPOO.

Rubber Soods. TWO-QUART HOT WATER BAGS: 496
ENAMED HOT WATER B

Toilet Soaps. MUNYON'S WITCH HAZEL SOAP: 3 25c Toilet Soods and Perfumery.

DR. CHARLES FLESH FOOD, 29c KEYZEL'S FACE BLEACH, 6Dc LISTERATED TOOTH FOWDER, 15c THEATRIOAL, COLD CREAM, 19c ENGLISH CUCUMBER CREAM, 19c FLORODORA EXT., reg. 50c bot., 37c WEST ENDIA BAY RUM; ½ pt., 34c. 63c

Brushes.

## Fall Silks Are Shimmering.

Wednesday's Special Offerings.

What shall it be in Silks? One marvels and revels in the beauteous displays of Silks for every occasion. 5,000 yards of Taffetas at 45c. a yard. But that's the special anniversary price. Details are most interesting.

#### Gaffetas.

5,000 YARDS of extra quality All-Silk Taffeta, in black and all desirable street and evening shades; a quality that is regularly sold at 75c. per yard.

Black Peau de Cygne.

2,750 YARDS of 22-inch very fine heavy grade Black Peau de Cygne. The regular price is \$1.25. We consider this the greatest offer of the season at, per yd.,

### Black Gaffeta.

2,000 YARDS of 36-inch guaranteed Black Taffeta; a beautiful heavy dress quality; regularly \$1.35

## In the Stationery Store.

As a special attraction we offer a special lot of fine BOX PAPER at exactly half prices
Your choice of a variety of different tentures, including linen, vellum, kid finish lines
cloth. Per box of 24 Sheets and 24

120

150

200

and
250 12c. 15c. 20c. and 25c. REAL FRENCH LAWN, per 240

50 VISITING CARDS from plate. 100 VISITING CARDS from plate. 50 VISITING SCRIPT CARDS AND PLATE,

50 VISITING OLD ENGLISH CARDS AND PLATE. BERKSHIRE VELLUM, tints are 12c 100 ENGRAVED WEDDING IN-ENVELOPES to match above, per pkg. 60

#### White Goods And Fancy Linens

ROYAL INDIA LAWN, per lb.,

ENVELOPES to match above.

Bleached Muslin. 150 PINCES OF 1-YD, RIMACHED MUS-LIN, good quality, and at present should retail at 74c. yd., India Linon. 200 PIECES OF 40-INCH WHITE IN-DIA LINON, a beautiful sheer quality; regularly 20c. yd., 7 2 insock.

100 PIECES OF WANDUTA NAIN800K; a fine abeer soft quality, silk 150
figish; regularly 25c. yd.,

Cushion Tops. 500 ODD CUSHION TOPS, with back in many different designs examped and tinted on best qualities of duck and 190 ticking; regularly up to 50c.

(Main Floor, East of Fountain.)

### The New Linings.

Percalines at 80. 3d. Regularly 1214c. yd.; 36 inch; Chase fin fast black and colors. Mercerized Percalines at 100. 3d

Morcerized Sateen at 150. 3d.

22c. grade; 36 inch; fast black and colors Mercerized Velours at 35c. 3d.

Fitted Waist Linings at 490. 3d.

Boned and fitted; good quality percaline black, gray or white: sizes 32 to 48. (Main Floor, East, 19th St.)

### Cutlery Underpriced.

CARVING KNIFE AND GUARD FORK: fine quality steel; coccobela and coony 29e finished handles, CARVING SETS: grades up to \$10.00: 3 pieces in case: starling eliver terrules: ivory, agrique, also plain ivery finish 3.50 handles: best quality size! SET OF 6 DINNER KNIVES AND FORKS; good quality steel; coodbols 390 NEW POCKET ENIVES, called the 100 ninth wender; good quality steel.

### Women's Petticoats

WOMEN'S BLACK SATEEN PETTEODATS, in 69c to 2.95 WOMEN'S SILK PETTICOATS, in all newest fall colorings and black. Priops range from

3.95 to 25.00 (Second Floor, East of Centre.)

Plants for the Home And Decoratibe Purposes

KENTIA PALAM, upward from BOSTON FERNS. TABLE FERNS

(Conservatory, On the Roof.)

### Wine and Liquor Specials.

PRINCE CHAMPAGNE, Extra Dry or Brut, perfect quality; natural fermentation; 24 pts., 13.50; //, 50 12 qts. 12 qts.

MONOGRAM CHAMPAGNE, an exception pure domestic wine: 24 pts. 7, 50

8.50: 12 qts.

PONTEST CANET, imported from Peliciter Fils & Co., Bordeaux, France: 6, 50

case 12 quarts.

MARGAUX, imported from Peliciter Fils & Co., Bordeaux, France: 6, 00

case 13 quarts.

HAUT SALTEGRNES, imported from Peliciter Fils & Co., Bordeaux, France: Case 13 quarts.

HAUT SALTEGRNES, imported from Peliciter Fils & Co., Bordeaux, France: Case 13 quarts.

BRALVIOLAIS, imported Burgundy Prance; case 12 quarts, imported Burgundy from E. Maret. Pere & Fila, Nuits, 7.25 France; case 12 quarts.
NIERSTERNERS, imported from Johann Gerst, Frankfurt-a-Main; case 5.65 12 quarts.
H O C H H E I M E R. imported from Johann Gerst, Frankfurt-a-Main; case 2 quarts. HOCH HEIM BR. Imported from Case 12 quarts.

SELTINGER (Mose), imported from Burchhardt & Schne. Deideshelm a. 6. 75

Rhine: case 12 quarts.

IMPERIAL ZINFANDELL
OLD FRIAR'S SAUTHRIMES.

QUANA.

QUEEN QUALITY FORT, SHERRY and 65e TOKAY, per gal., 2.25; quart bottles, CLARETS AND RHINE WINES, select grades, according to age and quality,

1.10, 93a, 780. & 60e MALIT-VIGOR, a wonderful strengthening tonic, makes blood and fissh. /, 50 per dox. HOLLAND GIN, Bellman's finest me- 1.05 dielnai gin: big bottles. CREME DE MENTHE, imported, per 830 case, 0.50; per bottle, HENNESSY IMPORTED COGNAC: per 1.00 TREADMILL RYE, the perfect whisker.
10 years old, per gal., 4.25; full /, 25 quests,
NORMANDY PURE RYE, very fine /. 00 and old, per gal., 3.50; full quarts, /. 00.
ULUB HOUSE MARYLAND RYE, per 85. CABINET PURE RYE. per gal., 2.75: 750 full cuarts.
OLD CROW WHISKEY per case, 7.00: 650
per gal. 2.50: full quarts,
LEXINGTON RYE. per gal., 2.25: 590 Gourth Floor. Take 5th Ave. Merateras

# Women's Undermuslins.

WOMEN'S CORSET COVERS. cambric, high and square neck, trimmed with embroidery edge, 3 to a customer,

WOMEN'S CORSET COVERS. cambric, square and V neck, edging 19c WOMEN'S CORSET COVERS.

WOMEN'S DRAWERS, cambrid deep tucked ruffle, edging of torchon 25e

WOMEN'S DRAWERS. cambric and nainsook, several styles, some trimmed with embroidery others

WOMEN'S DRAWERS, cambrie

with embroidery, with embroidery, of lace others with wide tucked 39c WOMEN'S PETTICOATS, cambridge of lace others with wide tucked 39c bric, several styles, deep flounce, some embroidered, others with lace 98c

nainsook and cambric, several styles, trimmed with lace and embroidery, trimmed with embroidery and lace, 396 women's NIGHT GOWNS, regularly at 59c., cambric and nainsook round.

10c WOMEN'S NIGHT GOWNS. muslin and cambric, high and V neck, yoke of fine tucking and em-WOMEN'S NIGHT GOWNS, muslin and cambric, several styles, 75c trimmed with lace and embroidery. and high neck prettily trimined with 98c WOMEN'S PETTICOATS, cambric, deep umbrella flounce, trimmed 75c with embroidery.

Books. "Campfire and Battlefield. A history of the campaigns and conflicts of The Great Civil War in the United

States, The Spanish-American War, The War in the Philippines, The Boxers' War in China, by Rossiter Johnson, with special contributions by

Gen. Oliver O. Howard, U. S. A. Gen. Selden Connor, U. S. A. Gen. John B. Gordon, C. S. A. Gen. John T. Merjan, C. S. A. firs. L. C. Pickett.

Splendidly illustrated from the original photographs of the celebrated Brady collection, in the possession of the Government, loaned for reproduction in this work by special permission of the Secretary of War. Also large full page colored illustrations. Size of the book 14x11 inches; 11/6 inches thick. Printed on highly cal-endered paper. Bound in cloth with gilt title on side. Weight of book, nine (9) lbs. Published 1. 35 at \$7.50. Our price.

(Second Floor, Centre, 18th St.)

Wednesday's Cigar Bargains.

About 5,000 high-grade clear Havana Cigars. Assorted brands in such desirable shapes as Puritanos, Panetelas, etc. Strictly high-grade Cuban made; sell regularly up to \$9 per 100; very special to-morrow, box of 50.

HOFFMAN HOUSE BOUQUET and TEN-CENT HIGH GRADE CLEAR HAVANA CONCHAS; per box of 50, very special, HAVANA CONCHAS: per box of 50, very special, CREMO, CHILDS and SUPREMACY; box of 50, special, 1.50 10,000 PORTO RICAN CIGARS: box of 50, special, 1.00 (Main Floor, East, 18th St.)

Flannelettes and Flannels.

36-INCH PRINTED FLANNEL State of the select from 15c. 10c 36-INCH ALL WOOL EIDER-DOWN, in all the staple plain shades, 49c. grade, at, yard. ALSO A SPECIAL LINE

Persian Striped Waistings. Granite grounds, with Persian stripes and tucked effects in the new Fall colorings—viz.. cardinal, reseda, turquoise, black tan, old rose and navy, etc., etc.; 35c. grade, at, yard, (Main Floor, Front, 19th St.)

Blankets and Comforters. COMFORTERS.

2,000 Comforers at special prices.
SILKOLINE COMFORTERS, full 74c size, in many different designs, HEAVY WEIGHT COMFORTERS, in single and full sizes; regularly up to 74c \$1.25 each, at BLANKETS. 300 pairs of full size 5 lbs. gray BLAN

KETS: the finish is not just right; if perfect would retail at \$3.00 pair; 1.49 NEW FEATHERS.

Just received 1.000 lbs. of fresh LIVE
FEATHERS, selected with great care, free from dust and are odorless; per lb., at 69e, 89e, \$1.00 and \$1.25

50 GROSS TOOTH BRUSHES, regularly 10c up to 25c. (als to a customer), 1 LOT IMPORTED COMPLEXION 25c BRUSHES, regularly 42c.; special, BRUSHES, regularly 42c.; epecial, OR. SCOTT'S ELECTRIC BRUSH, \$1.